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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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Hsi-Che Lee

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06/15/2006

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EXAMINER

NELSON, ALECIA DIANE

ART UNIT

PAPER NUMBER

2629

DATE MAILED: 06/15/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	10/689,849	LEE ET AL.	
	<b>Examiner</b>	<b>Art Unit</b>	
	Alecia D. Nelson	2629	

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --**

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 22 October 2003.
- 2a) ☐ This action is **FINAL**.                      2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-5 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-5 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All    b) ☐ Some \*    c) ☐ None of:
1. ☒ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |   |   |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)   | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date: _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                    | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date: _____ | 6) <input type="checkbox"/> Other: _____  |

## DETAILED ACTION

### *Priority*

1. Acknowledgment is made of applicant's claim for foreign priority under 35 U.S.C. 119(a)-(d).

### *Claim Objections*

2. **Claim 2** is objected to because of the following informalities: Claim 2 has a typographical error. In line 2 of the claim the word "read" should be "rear". Appropriate correction is required. The examiner request that the applicant review the application for additional typographical errors and make the necessary correction.

### *Claim Rejections - 35 USC § 112*

3. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.
4. **Claims 1-5** are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. More specifically **claim 1** recites that the computer is arranged "somewhere else", wherein it is the examiner's position that "somewhere else" means outside of the claimed box. However, **claim 4** recites that the "computer is arranged inside the box" and **claim 5** recites that the speakers are connected to the computer. These claims have been found indefinite because: **claim 1** fails to

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particularly point out if the computer is arranged somewhere else outside the box or somewhere else from where the display is disposed; **claim 4** is indefinite because it is not made clear how the computer can be arranged outside the box while being arranged inside the box; and **claim 5** is indefinite because it is not clear as to how the computer can be arranged outside the box however the speakers are connected thereto. The examiner will examine the claims as the computer being located somewhere else outside the box for **claim 1**, and the circuitry for the display, or a local processor, being located in the box for **claim 4**. **Claims 2, 3, and 5** are rejected for being dependent on a rejected base claim.

***Claim Rejections - 35 USC § 102***

5. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

6. **Claims 1 and 4** are rejected under 35 U.S.C. 102(b) as being anticipated by Moore (U.S. Patent No. 5,729,214).

With reference to **claim 1**, Moore teaches a mobile multimedia poster board (61) comprising a box (Figure 7) with a plurality of wheels (69) for moving horizontally on the ground (20); a liquid crystal display (45) (see column 2, lines 1-12) disposed on the front side of the box and connected to a computer (9) arranged somewhere else for running

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multimedia program so as to make the animated advertisement displayed on the liquid crystal display (see column 7, line 35-column 8, line 4).

With reference to **claim 4**, Moore teaches wherein the computer is arranged inside the box (see Figure 7A-B).

### ***Claim Rejections - 35 USC § 103***

7. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

8. This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).

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9. **Claims 2 and 5** are rejected under 35 U.S.C. 103(a) as being unpatentable over Moore (U.S. Patent No. 5,729,214) as applied to **claims 1 and 4** above, further in view of Reynolds et al. (U.S. Patent Application No. 2003/00115096).

With reference to **claim 2**, Moore teaches all that is required as explained above, however fails to teach that the liquid crystal display can also be arranged on both front and rear sides of the box.

Reynolds et al. teaches an advertising system comprises a liquid crystal display (566) located on both the front side and rear side of the box (600) (see Figures 5-7; see paragraphs 105-113).

Therefore it would have been obvious to one having ordinary skill in the art at the time of the invention to allow for an LCD to be disposed on a front and rear side of the box as taught by Reynolds et al. to be used as the display device in the LCD advertising system similar to that which is taught by Moore in order to allow the advertisement to be visible be users from opposite directions. This thereby allows for more exposure for the advertisement or for displaying multiple advertisements.

With reference to **claim 5**, Moore teaches all that is required as explained above however, fails to teach that the system includes at least one speaker installed on lateral sides of the box for displaying sounds and is connected to the computer.

Reynolds et al. teaches the usage of speakers (594) located on the bottom lateral sides of the box (600) for producing sounds and is connected to the computer (550) (se Figure 4-7).

Therefore it would have been obvious to one having ordinary skill in the art at the time of the invention to allow the usage of speakers for producing sounds similar to that which is taught by Reynolds et al. to be used in the system similar to that which is taught by Moore in order to allow for optimum sound production thereby minimizing auditory listener dead spots.

10. **Claim 3** is rejected under 35 U.S.C. 103(a) as being unpatentable over Moore (U.S. Patent No. 5,729,214) as applied to **claims 1 and 4** above, further in view of Boyd (U.S. Patent No. 6,484,148).

With reference to **claim 3**, Moore teaches all that is required as explained above, however fails to teach that the liquid crystal display can be replaced with a plasma display panel.

Boyd teaches an electronic advertising device including a display device (105), which can be either a LCD or a plasma display panel (see column 10, lines 15-22).

Therefore it would have been obvious to one having ordinary skill in the art at the time of the invention to allow the LCD to be interchanged with a PDP as taught by Boyd in a system similar to that which is taught by Moore, in order to allow for multiple type of displays to be suitable for usage in the advertising system.

### **Conclusion**

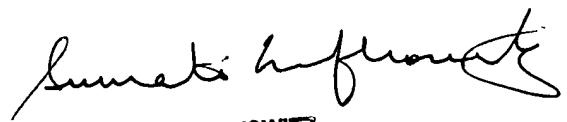
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11. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Alecia D. Nelson whose telephone number is 571-272-7771. The examiner can normally be reached on Monday-Friday 9:30-6:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Sumati Lefkowitz can be reached on 571-272-3638. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

12. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

adn/ADN  
June 7, 2006

  
SUMATI LEFKOWITZ  
SUPERVISORY PATENT EXAMINER